

## FOR IMMEDIATE RELEASE

Amanda Storment Vice President of Communications Kentucky State Fair Board (502) 367-5180 astorment@ksfb.ky.gov

Ryne Dunkelberger Social Media and Communications Manager Kentucky State Fair Board (502) 367-5186 rdunkelberger@ksfb.ky.gov

## KENTUCKY STATE FAIR DISCOUNT ADMISSION TICKETS AVAILABLE AT KROGER

**LOUISVILLE, KY (July 3, 2014)** - Kroger continues its partnership with the Kentucky State Fair by offering advance discount tickets to patrons starting Sunday, July 6.

Discount Kentucky State Fair gate admission and Midway ride tickets will be available with a Kroger Plus card at more than 140 Kroger locations throughout Kentucky and Southern Indiana. For patrons' convenience, these tickets can be purchased at the checkout lanes and the customer service desk. This discount is available until 10 p.m. on Wednesday, August 13.

Advance discount admission tickets are \$8 for adults and \$4 for children 3-12 years old and seniors 55 and over. Midway ride tickets are \$17 for a strip of 22 tickets.

Discount tickets will also be available at the Kentucky Exposition Center and Kentucky International Convention Center Ticket Offices.

After August 13, tickets will only be available at the Kentucky State Fair. Tickets for adults will be \$10, and \$6 for children and seniors. Midway ride tickets will be \$25 for a strip of 22 tickets.

The 2014 Kentucky State Fair is August 14-24 at the Kentucky Exposition Center. For more information, visit <a href="https://www.kystatefair.org">www.kystatefair.org</a>.

###

About the Kentucky State Fair

The Kentucky State Fair is an 11-day celebration of the history, heritage and culture of the Bluegrass State. More than 600,000 attend America's largest indoor fair, which uses over 1.2 million square feet of contiguous exhibit space at the Kentucky Exposition Center. While its roots are in agriculture, the Kentucky State Fair has grown into a trade and public education exposition, as well as a major entertainment venue. The World's Championship Horse Show, held during the Fair, is the world's richest and most prestigious Saddlebred show. Attendees and exhibitors contribute over \$16.8 million annually in economic impact. The Kentucky State Fair & World's Championship Horse Show are owned and produced by the Kentucky State Fair Board, an agency of the Kentucky Tourism, Arts and Heritage Cabinet.